

## **Abstract**

This diploma thesis deals with a relatively new branch of tourism – wine tourism. It is a gentle form of tourism which is being developed as a follow-up to the trend of sustainability. Wine tourism is discussed in the analysis of literature. In connection with foreign experience it is being studied whether this form of tourism is really as gentle as proclaimed. The practical part of the thesis is devoted to the wine tourism in the Czech Republic, with an emphasis on the wine region of Bohemia. Illustrated with examples of the towns of Mělník, Litoměřice and Most, the present state of this branch and its development potential are evaluated. The emphasis is on the products of the wine tourism which are suitable for these cities (wine harvest, wine-growing events and festivals, shows and competitions, etc.). Finally, the work mentions the increasing demand and need for coordinated management of the region (Destination Management).